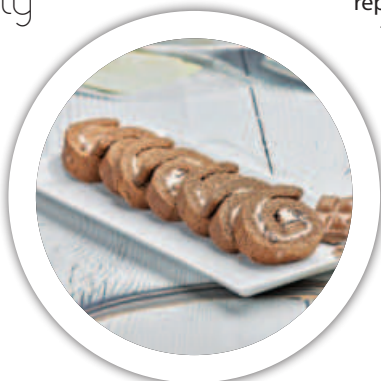




Dan Cake working towards a better future with quality food options

We live in an era where we are inundated with more options of food than we can count. While this may be a blessing, the vast availability of food in many forms and flavours brings with it new and emerging challenges, and adulteration is a major global concern surrounding this progression.

When food is not handled and produced adhering to strict hygiene guidelines, what we rely upon for nutrition intake can become the cause of foodborne illnesses and diseases. There are over 200 conditions caused by consumption of food that has been improperly managed such as diarrhoea, salmonella, and even cancer. According to the World Health Organization, approximately one out of ten people in the world fall prey to illnesses after consuming adulterated food, which often leads to deadly repercussions. Unsafe food storage and food handling along with insufficient sanitisation measures are primary factors that contribute to food contamination. Furthermore, food adulteration can occur at any stage of the preparation of food, especially in a commercial setting. Thus, it is of paramount importance that the entire process from sourcing raw materials to packaging is done while ensuring all necessary measures for safe food production are in place. A practical solution to this concern is mandating certain quality standards before selling commercially produced food, but



despite this, we often lack assurance of how much of the safety protocols are indeed in place during manufacturing procedures. After all, not all glossy and attractive food packets contain quality products in them.

Today, we are dependent on packed food owing to the change in our lifestyle and food consumption pattern. Packed cakes and bakery items are highly popular in our daily food routine.

With the vast demand of ready-to-eat cakes, there are plenty of packaged cakes available in the market. But with a plethora of options to choose from, how to make the right pick surrounding factors of quality, hygiene, and taste?

Ticking all these requirements, delicious cakes from Dan Cake could be your answer! Dan Cake, produced under Dan Foods Limited which is a joint venture between Pandugar Limited and Scandinavian company Dan Cake A/S makes sure that European standard quality is ensured in every batch of production.

The state-of-the-art manufacturing process warrants that throughout every step, starting from mixing the ingredients to packaging, utmost hygiene protocols are adhered to. With the operations



being fully automated, there is minimal human contact and absolutely no room for manual errors in the entire procedure.

Utmost emphasis is given on ensuring all necessary safety measures and precautions are in place, warranting the finished product is hygienic and of superior quality.

Not only during the production procedure, every product is prepared with the best quality raw materials available, and this truly reflects in the rich taste and fine texture of the cakes. The impressive line of products is ample to satiate your cravings for any type of cake you prefer. Muffin, layer cake, Swiss rolls, and pound cake are must haves that can assure tasty and quality snacks for all members in the family.

Dan Cake not only ensures the best of flavour and taste, but also warrants food safety, utmost hygiene standard, and superior quality during the preparation of cakes. So that, while munching on these cakes, you can rest assured that you are treating yourself to the best of packaged cakes keeping aside worries of food safety and hygiene.

By Fariha Amber
Photo: Dan Foods Limited